



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/518,992

08/26/2005

Junji Kato

SONYJP 3.3-374

1362

530 7590 04/14/2008

LERNER, DAVID, LITTENBERG,  
KRUMHOLZ & MENTLIK  
600 SOUTH AVENUE WEST  
WESTFIELD, NJ 07090

EXAMINER

MIZRAHI, DIANE D

ART UNIT

PAPER NUMBER

2165

MAIL DATE

DELIVERY MODE

04/14/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/518,992	<b>Applicant(s)</b> KATO, JUNJI	
	<b>Examiner</b> DIANE MIZRAHI	<b>Art Unit</b> 2165	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE \_\_\_\_ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☐ Claim(s) \_\_\_\_ is/are pending in the application.  
     4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☐ Claim(s) \_\_\_\_ is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
     a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____.                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date ____.  | 6) <input type="checkbox"/> Other: ____.                          |

Art Unit: 2165

## DETAILED ACTION

Claims 13-19 are pending.

### **Response to Arguments**

Applicant's arguments filed 12/03/2007 have been fully considered but they are not persuasive. Based on Applicant's amendment and the new rejection, this action is made final. See new office action below:

*Examiner's Remarks:* Applicant's claimed invention contains favorites in a networking environment in which favorites are ranked and recommendations are generated based on ranking.

### **Claim Rejections - 35 USC § 103**

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 13-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over William Gross et al. ( US Publication No. 20040133564 A1 and Gross hereinafter) and further in view of Etienne Handman (US Publication No. 20060212444 A1 and Handman hereinafter).

Regarding Claim 13, Gross teaches a data processing apparatus (i.e. terminal, Figure 1, item 104 and Figure 5, item 502) [0173][0174] content to a user (i.e. such as subject, author, etc) [0073][0074] ;

comprising: receiving storing means for receiving storing favorite content lists via a network (i.e. network) [0077] (i.e. favorites includes content field and URL) [0075] received from a plurality of user terminal devices including the user terminal device corresponding to the user (i.e. terminal, Figure 1, item 104 and Figure 5, item 502) [0173][0174];

specifying portion for extracting (i.e. incremental indexing can be performed for files, emails, email attachments, Internet (or other network) search results, favorites, specific databases, and/or the like. Incremental indexing can be performed in direct response to a user command, continuously, periodically, and upon the occurrence of one or more specified conditions, generates and/or updates a corresponding index) [0077] and generating a content list by (i.e. generates and updates) [0077] comparing content listed in the received favorite content lists network (i.e. favorites includes content field and URL) [0075] [0077];

an assigning means for assigning points (i.e. a score can be assigned by the search system based on such properties, and if the score exceeds a predetermined threshold, the search system will categorize the page as a commercial or business web page) [0128]-[0130] to the content in each favorite

Art Unit: 2165

content list (i.e. favorites includes content field and URL) [0075] in inverse proportion to a number of contents listed in the corresponding favorite content list (i.e. the quality of the links can be scored based on a variety of parameters, including the number of different domains the links link to, how many links are alive or broken (i.e. a broken link is a hyperlink that does not work), and other parameters. Thus, for example, the higher the number of different domains the links link to and the greater the number or percentage of alive links) (Examiner's note: based on the percentage of the alive links, content lists of the favorites can be accessed) [0127];

and for assigning points (i.e. a score can be assigned by the search system based on such properties, and if the score exceeds a predetermined threshold, the search system will categorize the page as a commercial or business web page) [0128]-[0130]

and ranking means for ranking content in the generated content list based on the points assigned to the content ) [0128]-[0130] .

Gross does not teach recommending and generating a content list indicating common contents by comparing the content listed in the stored favorite content lists and a recommendation list generation portion recommending.

Art Unit: 2165

Handman teaches recommending (i.e. provides a list of songs that are similar to the repertoire of an artist or CD; it will allows us to generate recommendations for an end user) [0094] a generating means for generating a content list indicating common contents by comparing the content listed in the stored favorite content lists (i.e. Favorites" display features date , album purchase icon and song purchase item . Date provides information as to when the song was selectively associated with the "Favorites" list. Album purchase enables the selective purchase of the album (or other content object) from which the song originates. One way to enable the selective purchase of the album is to hyperlink album purchase to a web site such as the web site of Amazon.com, which sells albums. Song purchase enables the selective purchase of the song (or other content object). One way to enable the selective purchase of the song is to hyperlink song purchase icon to a web site such as the "iTunes" web site from Apple Computer Corp. that offers songs for sale)[0071] ; a recommendation list generation portion recommending (i.e. provides a list of songs that are similar to the repertoire of an artist or CD; it will allows us to generate recommendations for an end user) [0094].

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Gross with the teachings of Handman to include the claimed, recommending and generating a content list indicating common contents by comparing the content listed in the stored favorite content lists and a recommendation list generation portion

Art Unit: 2165

recommending with the motivation to compare attributes of items the consumer previously indicated he or she enjoys with attributes of other items to identify items that the consumer might enjoy. Thus, for example, if the consumer enjoys "Dubliners" by James Joyce, "Ulysses" by James Joyce might be identified as another item the consumer may enjoy because both "Dubliners" and "Ulysses" have a common attribute (the author, James Joyce), (Handman, [0004]).

Regarding Claims 15 and 16, Gross teaches user terminal device connected to a data processing system (i.e. terminals 104 and 502) [0173]-[0174] content to a user (i.e. such as subject, author, etc) [0073][0074]; comprising:

transmitting means for transmitting (Figure 1, item 113) a content list and a request for a content list [0075] to a data processing apparatus via a network (i.e. network) [0077];

and receiving means for receiving the requested content list [0075]; wherein the content list is specific to the user and is generated by [0077] assigning points [0128]-[0130] to the content in each favorite content list [0075] in inverse proportion to a number of contents listed in the corresponding favorite content list [0127],

generating a content list indicating common contents by comparing the content listed in the favorite content lists [0075][0077],

Art Unit: 2165

and ranking content in the generated content list [0077] based on the points assigned to the content [0128]-[0130].

Gross does not teach generating the recommendation and not including the content of the user's favorite content list.

Handman teaches generating the recommendation and not including the content of the user's favorite content list [0094].

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Gross with the teachings of Handman to include the claimed, generating the recommendation and not including the content of the user's favorite content list with the motivation to compare attributes of items the consumer previously indicated he or she enjoys with attributes of other items to identify items that the consumer might enjoy. Thus, for example, if the consumer enjoys "Dubliners" by James Joyce, "Ulysses" by James Joyce might be identified as another item the consumer may enjoy because both "Dubliners" and "Ulysses" have a common attribute (the author, James Joyce), (Handman, [0004]).

Regarding Claim 17, Gross teach transmitting means for transmitting the content list to the user terminal device (i.e. terminals 104 and 502) [0173]-[0174].



Art Unit: 2165

Gross does not expressly teach recommendation.

Handman teaches recommendation (i.e. provides a list of songs that are similar to the repertoire of an artist or CD; it will allow us to generate recommendations for an end user) [0094].

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Gross with the teachings of Handman to include the claimed, recommendation with the motivation to compare attributes of items the consumer previously indicated he or she enjoys with attributes of other items to identify items that the consumer might enjoy. Thus, for example, if the consumer enjoys "Dubliners" by James Joyce, "Ulysses" by James Joyce might be identified as another item the consumer may enjoy because both "Dubliners" and "Ulysses" have a common attribute (the author, James Joyce), (Handman, [0004]).

Regarding Claim 18, Gross teaches transmitting the content list user (i.e. such as subject, author, etc) [0073][0074] to the user terminal device corresponding to the user (i.e. terminals 104 and 502) [0173]-[0174].

Regarding Claim 19, Gross teaches transmitting means (Figure 1, item 113) for transmitting the content list to the user terminal device corresponding to the user [0173] to [0174].

Gross does not expressly teach recommendation.

Handman teaches recommendation (i.e. provides a list of songs that are similar to the repertoire of an artist or CD; it will allow us to generate recommendations for an end user) [0094].

It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to modify the teachings of Gross with the teachings of Handman to include the claimed, recommendation with the motivation to compare attributes of items the consumer previously indicated he or she enjoys with attributes of other items to identify items that the consumer might enjoy. Thus, for example, if the consumer enjoys "Dubliners" by James Joyce, "Ulysses" by James Joyce might be identified as another item the consumer may enjoy because both "Dubliners" and "Ulysses" have a common attribute (the author, James Joyce), (Handman, [0004]).

Based on Applicant's comment that the newly added limitation, "assigning points to the content the favorite content list in inverse proportion to a number of contents listed in the corresponding favorite list", Examiner asserts that these limitations are taught by the prior art made of record, Gross (i.e. the quality of the links can be scored based on a variety of parameters, including the number of different domains the links link to, how many links are alive or broken (i.e. a

Art Unit: 2165

broken link is a hyperlink that does not work), and other parameters. Thus, for example, the higher the number of different domains the links link to and the greater the number or percentage of alive links) (Examiner's note: based on the percentage of the alive links, content lists of the favorites can be accessed) [0127]).

The combination of Gross and Handman teaches Applicant's claimed invention of favorites in a networking environment in which favorites are ranked and recommendations are generated based on ranking.

### **Conclusion**

Based on Applicant's amendment and the new rejection above, Applicant's remarks are considered moot, and does not place the application in condition for allowance. Examiner asserts that "every limitation positively recited in a claims was given effect in order to determine what the subject matter that the claim defines" In re Wilder, 166 USPQ 545, 548 (CCPA 1970). Examiner believes that claims 13-19 are not allowable over the newly cited prior art of record in this Final Office Action.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

Art Unit: 2165

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Diane D. Mizrahi whose telephone number is 571-272-4079. The examiner can normally be reached on Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christian Chase can be reached on (571) 272-4190. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 872-9306 for regular communications and (703) 305-3900 for After Final communication.

Art Unit: 2165

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (571) 272-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll free).

/Diane Mizrahi/

*Diane.Mizrahi@USPTO.gov*  
Primary Patent Examiner  
Technology Center 2100

March 17, 2008